

Downtown Placemaking Task Force and  
Milwaukee Downtown, BID #21

# The Gateway Mural 2019

## Request for Qualifications (RFQ)

Issue Date: Monday, March 18, 2019  
Submission Deadline: April 19, 2019  
Issued by: Gabe Yeager, Downtown Environment Specialist  
Milwaukee Downtown, BID #21  
Phone: 414-220-4700  
600 East Wells Street  
Milwaukee, WI 53202

## 1. Overview

As part of a series of new projects aimed at enhancing downtown's 'third spaces,' Milwaukee Downtown, Business Improvement District (BID) #21, in partnership with the Downtown Placemaking Task Force and Westown Association, issue a Request for Qualifications (RFQ) for "The Gateway Mural Project," located on the west-facing facade of 622 W. Wisconsin Avenue. The Gateway Mural Project is a district-defining art installation and part of the Westown renaissance.

West Wisconsin Avenue is a vibrant and diverse street anchoring the Westown neighborhood. With more than \$1 billion in recently completed, under-construction and proposed commercial, residential, hospitality and infrastructure projects in its vicinity, West Wisconsin Avenue is once again becoming the surging heart of downtown Milwaukee.

The West Wisconsin Avenue and North James Lovell Street intersection bustles with the continual interaction of a wide range of Westown residents, workers, students and visitors alike. The area is also a main thoroughfare for automobiles and transit users that are traveling east-west and north-south through Westown to different destinations. The diversity of users that connect at this particular location in downtown Milwaukee is unique and as such should be noted.

Lifted by the momentum from a significant series of new investment, it's time to celebrate the ongoing renaissance, renewed energy, and unparalleled opportunity that exists on Milwaukee's *main* street with this new public art project.

### Westown Statistics

- 32,000+ Downtown Residents and growing, with the highest concentration of recent residential development in the Westown neighborhood
- 83,490 Employees working downtown daily
- 67,000+ College Students in the greater downtown area
- 3.25+ Million Annual Visitors to Westown venues
- \$1 Billion+ of recently completed or under-construction investment in Westown
- 28 Years is the Westown resident average age

### Project Objective

To amplify the West Wisconsin Avenue renaissance, the Gateway Mural Project seeks to enhance a highly-visible surface at the intersection of West Wisconsin Avenue and James Lovell Street. The mural is part of a larger series of recent projects administered by the Downtown Placemaking Task Force, including Wisconsin Avenue utility box murals in 2017, and "Migration," a mural in the Jefferson Street pedestrian tunnel in 2018.

### What is the purpose of the Request for Qualifications (RFQ)?

This Request for Qualification (RFQ) seeks submissions by individual artist and/or an artist collective. The applicant will be henceforth referred to in this RFQ as "Artist."

From the RFQ process, up to five (5) submissions may be selected by the Downtown Placemaking Task Force and presented with the opportunity to interview with the Downtown Placemaking Task Force and further refine design proposals.

Finalists will be invited to meet with the project liaisons and participate in a site tour. The Downtown Placemaking Task Force will make a final selection based on the submission that best meets or exceeds the Project Evaluation outlined in this RFQ.

#### What is the Downtown Placemaking Force?

The purpose of the Milwaukee Downtown Placemaking Force is to:

Stimulate exceptional experiences in the urban environment through public art

- Enhance the aesthetic environment and sense of place of downtown through vibrant, engaging, and high-quality public art.
- Engage with qualified and experienced local, national, and international artists.
- Surprise and delight pedestrians through new public art installations, and encourage connectivity and walkability

Build downtown's identity through the enhancement of 'third spaces'

- Lead community dialogue between property owners, stakeholders, artists and community members
- Respect the creative rights of artists and maintain the integrity of public art installed in downtown Milwaukee

## **2. Request for Qualifications Submission & Selection Guidelines**

- **RFQ Questions**

All questions related to this RFQ are to be directed by email to Gabe Yeager with Milwaukee Downtown, BID #21 at [gyeager@milwaukeedowntown.com](mailto:gyeager@milwaukeedowntown.com). All questions must be submitted before March 30, 2019.

- **Closing Date**

Electronic submissions are required before 5:00 PM on Friday, April 19, 2019 and emailed to [gyeager@milwaukeedowntown.com](mailto:gyeager@milwaukeedowntown.com). Submissions should be in one, single compressed PDF file. The email subject must state: "The Gateway Mural Project Submission." Hard-copies are optional and can be mailed to the address listed on the cover of this RFQ.

- **Selection Process**

All RFQ submissions will be reviewed by the Downtown Placemaking Task Force. Potential sponsors, partners and adjacent property-owners may be invited to review and assist in the selection process.

- **Adjustment to Design Concept**

The final design of The Gateway Mural will be heavily influenced by the Artist's neighborhood engagement prior to the mural installation. A detailed neighborhood engagement strategy must be completed and implemented prior to mural installation by

early June 2019. The Downtown Placemaking Task Force reserves the right to influence the final design to ensure appropriateness for the Westtown neighborhood.

The approximate dimensions of the mural are 50 ft. (height) x 80 ft. (length).

A field review/measurement of the surface is required by the selected Artist to determine the exact specifications of the mural surface prior to final installation. The selected Artist is responsible to responding to any differences in wall material, texture, and size.

### 3. Payment/Budget

- **Project Budget: \$17,000**
  - Final Artist will receive a \$17,000 commission in three phased payments, which includes all project expenses, materials, surface preparation, neighborhood engagement, contingency, and travel (if applicable).

### 4. RFQ Submission Requirements

- **Proposal Statement** (up to 500 words). Describe your artistic concept and why you think the Downtown Placemaking Task Force should choose you and/or your team for the Westtown Gateway Mural Project.
- **Concept.** Provide a proposed rendering of your mural concept for the Westtown Gateway Mural Project. Include your estimated time of installation if you were selected.
- **Neighborhood Engagement.** Provide detailed neighborhood and residential engagement strategy to influence final mural design.
- **Current Resume.** Note, teams may submit a combined resume.
- **Previous Work Examples.** (Photographs of previous work encouraged)
- **References.** Name, address, email and phone number of up to three (3) professional references.
- **Budget.** Statement acknowledging the project's total budget cannot exceed \$17,000 and includes all of your proposal's expenses, including implementation of neighborhood engagement strategy, execution of mural, materials, surface preparation, contingency and travel (if applicable). A detailed budget is only required for the five finalists.

### 5. Evaluation

The Downtown Placemaking Task Force may select up to five (5) submissions that meet or exceed the following evaluation criteria.

- Proven ability to execute high-quality murals in the public right-of-way, including durability and maintainability
- Proven experience in street art installations, including working with various entities
- Previous original work engages with pedestrians
- Final design responds to the context of West Wisconsin Avenue, including its recent renaissance of new investment and projects
- Proven neighborhood engagement strategy and correlation with final artwork
- Artist is willing to collaborate with the Downtown Placemaking Task Force to alter final design proposal

## 6. Tentative Project Timeline

- **March 18, 2019:** Gateway Mural RFQ launched
- **March 30, 2019:** All questions related to this RFQ must be submitted by 5:00 PM CST
- **April 19, 2019:** RFQ submissions must be received by 5:00 PM CST
- **Week of April 22, 2019:** Downtown Placemaking Task Force begins internal review
- **Week of April 29, 2019:** Downtown Placemaking Force reviews submissions, may select up to five (5) submissions for interviews
- **Week of May 6, 2019:** Final artist selected by Downtown Placemaking Task Force consensus
- **Early - Mid June 2019:** Artist implements neighborhood engagement strategy with Westown neighborhood employees, residents, students and visitors.
- **June 2019: Mural Installation and ribbon-cutting**

NOTE: The Downtown Placemaking Task Force reserves the right to modify this project timeline, if deemed necessary. All applicants will be notified if timeline changes are made. Neighborhood engagement strategy will tentatively begin in mid-May 2019 and completed by the first week of June 2019. Mural installation is expected in June 2019.

Exhibit: Location



